



WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Greer Margolis & Mitchell (GMMB)
1010 Wisconsin Ave
Suite 800
Washington, DC 20007

Contract # 193404

Schedule Dates	08/11/12-08/17/12	Date Entered	08/10/12
Advertiser	Obama for America/D (9323)	Last Modified	08/10/12
Agency/T-Code	Greer Margolis & Mitchell (GMMB) (2116)/ELECTR	Entered By	Susan Petro
Product	Political-Political (1088)	CO-OP	No
Brand	Est 1596 OFA Sked B 8/11-8/16 (70790)	Headline #	
Salesperson	Petro, Susan (1110)	Demo	
Sales Office	WJLA - Core Team	Order Type	Normal
Buyer Name	Nagelberg, Dan	Package Deal	
Phone/Fax		Commission %	15.00
CPE		Commission	\$13,440.00
Account Types	OFA/Candidate /1596-Skeda 8/11-8/16	Net Total	\$76,160.00
Billing Type	Local/Political Candidate Agency	Sales Tax	
Comments	Calendar Est 1596 OFA Sked B 8/11-8/16		

WJLA Arlington (WJLA)			
By Calendar Month	Spots	Rate	
Aug. 2012	66	\$89,600.00	
Grand Total:	66	\$89,600.00	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/11/12-08/11/12	4	:30	6P- NEWS-ABC 7 NEWS @ 6P SAT							1		1	\$500.00	\$500.00	WJLA Arlington (WJLA)		8/10/12
2.0	Normal Line / SPOT	08/11/12-08/11/12	4	:30	6:58P- WHEEL OF FORTUNE WEEKEND							1		1	\$800.00	\$800.00	WJLA Arlington (WJLA)		8/10/12
3.0	Normal Line / SPOT	08/11/12-08/11/12	4	:30	7:29P- JEOPARDY WEEKEND							1		1	\$800.00	\$800.00	WJLA Arlington (WJLA)		8/10/12
4.0	Normal Line / SPOT	08/12/12-08/12/12	4	:30	6:30P- NEWS-ABC 7 NEWS @ 630P							1		1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		8/10/12
5.0	Normal Line / SPOT	08/12/12-08/12/12	4	:30	6P- ABC-ABC WORLD NEWS TONIGHT							1		1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		8/10/12
6.0	Normal Line / SPOT	08/12/12-08/12/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P							1		1	\$800.00	\$800.00	WJLA Arlington (WJLA)		8/10/12
7.0	Normal Line / SPOT	08/12/12-08/12/12	4	:30	9P- ABC-EXTREME MAKEOVER WEIGHT LOSS							1		1	\$2,500.00	\$2,500.00	WJLA Arlington (WJLA)		8/10/12
8.0	Normal Line / SPOT	08/14/12-08/14/12	4	:30	9P- ABC-HAPPY ENDINGS			1						1	\$6,000.00	\$6,000.00	WJLA Arlington (WJLA)		8/10/12
9.0	Normal Line / SPOT	08/13/12-08/17/12	4	:30	9A- LIVE!		1	1	1	1	1			5	\$600.00	\$3,000.00	WJLA Arlington (WJLA)		8/10/12
10.0	Normal Line / SPOT	08/13/12-08/17/12	4	:30	10A- RACHAEL RAY		1	1	1	1	1			5	\$500.00	\$2,500.00	WJLA Arlington (WJLA)		8/10/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Greer Margolis & Mitchell (GMMB)
1010 Wisconsin Ave
Suite 800
Washington, DC 20007

Contract # 193404

Schedule Dates 08/11/12-08/17/12
Advertiser Obama for America/D (9323)
Agency/T-Code Greer Margolis & Mitchell (GMMB) (2116)/ELECTR
Product Political-Political (1088)
Brand Est 1596 OFA Sked B 8/11-8/16 (70790)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Nagelberg, Dan
Phone/Fax /
CPE OFA/Candidate /1596-SkedsB 8/11-8/16
Account Types Local/Political Candidate Agency
Billing Type Calendar
Comments Est 1596 OFA Sked B 8/11-8/16

Date Entered 08/10/12
Last Modified 08/10/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$13,440.00
Net Total \$76,160.00
Sales Tax

WJLA Arlington (WJLA)
By Calendar Month
Aug. 2012 Spots 66 Rate \$89,600.00
Grand Total: 66 \$89,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / SPOT	08/13/12-08/17/12	4	:30	10:58A- ABC--THE VIEW	1	1	1	1	1	1			5	\$1,000.00	\$5,000.00	WJLA Arlington (WJLA)		8/10/12
12.0	Normal Line / SPOT	08/13/12-08/17/12	4	:30	11:59A- NEWS-ABC 7 NEWS @ NOON	1	1	1	1	1	1			5	\$800.00	\$4,000.00	WJLA Arlington (WJLA)		8/10/12
13.0	Normal Line / SPOT	08/13/12-08/17/12	4	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)	1	1	1	1	1	1			5	\$500.00	\$2,500.00	WJLA Arlington (WJLA)		8/10/12
14.0	Normal Line / SPOT	08/13/12-08/17/12	4	:30	12:57P- ABC--THE CHEW	1	1	1	1	1	1			5	\$500.00	\$2,500.00	WJLA Arlington (WJLA)		8/10/12
15.0	Normal Line / SPOT	08/13/12-08/16/12	4	:30	6:59A- ABC--GOOD MORNING AMERICA	1	2	1	2					6	\$1,000.00	\$6,000.00	WJLA Arlington (WJLA)		8/10/12
16.0	Normal Line / SPOT	08/17/12-08/17/12	4	:30	6:59A- ABC--GOOD MORNING AMERICA							2		2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		8/10/12
17.0	Normal Line / SPOT	08/13/12-08/17/12	4	:30	4:58P- NEWS-ABC 7 NEWS @ 5P	1	1	1	1	1	1			5	\$1,400.00	\$7,000.00	WJLA Arlington (WJLA)		8/10/12
18.0	Normal Line / SPOT	08/13/12-08/16/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P	1			1	1				3	\$2,500.00	\$7,500.00	WJLA Arlington (WJLA)		8/10/12
19.0	Normal Line / SPOT	08/13/12-08/17/12	4	:30	6:58P- WHEEL OF FORTUNE	3	X	X	X	X	X			3	\$2,600.00	\$7,800.00	WJLA Arlington (WJLA)		8/10/12
20.0	Normal Line / SPOT	08/13/12-08/17/12	4	:30	7:27P- JEOPARDY	3	X	X	X	X	X			3	\$2,800.00	\$8,400.00	WJLA Arlington (WJLA)		8/10/12
21.0	Normal Line / SPOT	08/13/12-08/17/12	2	:30	6:57P- 7P (EST)	1	1	1	1	1	1			5	\$3,500.00	\$17,500.00	WJLA Arlington (WJLA)		8/10/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:



WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Greer Margolis & Mitchell (GMMB)
1010 Wisconsin Ave
Suite 800
Washington, DC 20007

Contract # 193404

Schedule Dates	08/11/12-08/17/12	Date Entered	08/10/12
Advertiser	Obama for America/D (9323)	Last Modified	08/10/12
Agency/T-Code	Greer Margolis & Mitchell (GMMB) (2116)/ELECTR	Entered By	Susan Petro
Product	Political-Political (1088)	CO-OP	No
Brand	Est 1596 OFA Sked B 8/11-8/16 (70790)	Headline #	
Salesperson	Petro, Susan (1110)	Demo	
Sales Office	WJLA - Core Team	Order Type	Normal
Buyer Name	Nageberg, Dan	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	OFA/Candidate /1596-Skeda 8/11-8/16	Commission	\$13,440.00
Account Types	Local/Political Candidate Agency	Net Total	\$76,160.00
Billing Type	Calendar	Sales Tax	
Comments	Est 1596 OFA Sked B 8/11-8/16		

WJLA Arlington (WJLA)		
By Calendar Month	Spots	Rate
Aug. 2012	66	\$89,600.00
Grand Total:	66	\$89,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
22.0	Normal Line / SPOT	08/11/12-08/11/12	4	:30	6:28P-6:30P (EST)							1		1	\$500.00	\$500.00	WJLA Arlington (WJLA)		8/10/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------

New Order

Media: TV
Client: Obama for America
Product: Candidate Orders
Estimate: 1596
Description: OFA Sked B 8/11-8/16
Version: 1





Market: Washington, DC
Demo: Adults 35+
Separation: 30
Flight Start: 8/11/12
Flight End: 8/16/12
Survey:

Vendor: WJLA-TV
AE: Susan Petro
Phone:
Fax:

Billing To: GMMB
 1010 Wisconsin Avenue, NW, #800
 Washington, DC 20007
Phone: 202-572-2852
Fax: 202-338-2334

Comments:

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	8/11	Total Spots	Adults 35+ RTG	CPP
1	MTuWThF 9:00A-10:00A (LIVE WITH KELLY)	DT	\$600.00 C	30	5	5		
2	MTuWThF 10:00A-11:00A (RACHEL RAY)	DT	\$500.00 C	30	5	5		
3	MTuWThF 11:00A-12:00P (THE VIEW)	DT	\$1,000.00 C	30	5	5		
4	MTuWThF 12:00P-12:30P (ABC 7 NEWS @ NOON)	DT	\$800.00 C	30	5	5		
5	MTuWThF 12:30P-1:00P (WHO WANTS TO BE A MILLIONAIRE)	DT	\$500.00 C	30	5	5		
6	MTuWThF 1:00P-2:00P (THE CHEW)	DT	\$500.00 C	30	5	5		
7	MTuWThF 7:00A-9:00A (GMA 7A-9A)	EM	\$1,000.00 C	30	8	8		
8	MTuWThF 5:00P-6:00P (NEWS 7 @ 5)	EN	\$1,400.00 C	30	5	5		
9	MTuWThF 6:57P-7:00P (WORLD NEWS ADJ)	EN	\$3,500.00 C	30	5	5		
10	Sa 6:00P-6:30P (ABC 7 NEWS)	EN	\$500.00 C	30	1	1		
11	Sa 6:30P-7:00P (ABC 7 WORLD NEWS)	EN	\$500.00 C	30	1	1		
12	Su 6:00P-6:30P (WORLD NEWS)	EN	\$1,000.00 C	30	1	1		
13	Su 6:30P-7:00P (WKND NEWS)	EN	\$1,000.00 C	30	1	1		
14	MTuWThF 11:00P-11:35P (ABC 7 NEWS @ 11)	LN	\$2,500.00 C	30	3	3		
15	Su 11:00P-12:00A (ABC 7 NEWS)	LN	\$800.00 C	30	1	1		
16	MTuWThF 7:00P-7:30P (WHEEL OF FORTUNE)	PA	\$2,600.00 C	30	3	3		
17	MTuWThF 7:30P-8:00P (JEOPARDY)	PA	\$2,800.00 C	30	3	3		

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	8/11	Total Spots	Adults 35+ RTG	CPP
18	Sa 7:00P-7:30P (WHEEL OF FORTUNE)	PA	\$800.00	C 30		1		
19	Sa 7:30P-8:00P (JEOPARDY)	PA	\$800.00	C 30		1		
20	Tu 9:00P-10:00P (TRUST US WITH UR LIFE)	PT	\$6,000.00	C 30		1		
21	Su 9:00P-11:00P (EM: WEIGHT LOSS)	PT	\$2,500.00	C 30		1		
Total Spots:						66		
Total GRP/GIMP(000):						0.0		
Month	Cash\$-Spots		Trade\$-Spots		Total\$-Spots			
8/2012	\$89,600.00 - 66		\$0.00 - 0		\$89,600.00 - 66			
Total Gross Cost:							Total Gross CPP:	\$0.00
Total Net Cost:							Total Net CPP:	\$0.00